

**2010 ANNUAL MEETING PROGRAM
&
2009 ANNUAL REPORT**

CELEBRATING 65 YEARS

1945-2010

Mission: The Sumter County Chamber of Commerce is the gateway to the Sumter Community, providing an environment of increased visibility for our members while offering advocacy, networking and advertising opportunities and providing a continuous flow of information on all aspects of the county through established relationships with the government and education bodies throughout Sumter County.

Business and Industry Awards

2009 AWARD NOMINEES

CONGRATULATIONS!
FROM THE SUMTER COUNTY CHAMBER OF COMMERCE

The following businesses/industries and individuals were nominated by members of the Sumter County Community for outstanding service and involvement within their community. It is our pleasure to recognize their considerable achievements. The recipients were selected after careful consideration and discussion by an independent panel.

Please join us in congratulating our nominees

Large Business/Industry 2009

C.W. Roberts Contracting, Inc.
CEMEX
FCC Coleman
Outokumpu Stainless Tubular Products
The Salvation Army
Sumter Electric Cooperative, Inc.
T & D Concrete, Inc.

Small Business/Industry 2009

ACMS, Inc.
Banks-Page-Theus Funeral Home
C&S Copy Center
Carpet Depot and More
Edward Jones - Wildwood/Bushnell
Frank Slaughter Insurance Agency, Inc.
LDL Enterprises, Inc.
Physical Therapy Services of Sumter
Pre-Paid Legal Services, Inc.
Sumter Express
Sumter Tire
Veranda Home Furnishings and Design
Village Ace Hardware

Non-Profit Organization 2009

Cornerstone Hospice
Kids Central, Inc.
Kiwanis Club of Wildwood
Lake Sumter Community College
Lake/Sumter Habitat for Humanity
Lazarus Free Medical Clinic

Non-Profit Organization 2009 (cont.)

SCARC, Inc
Sumter County Humane Society/SPCA
The Salvation Army
Thomas E. Langley Medical Center
Wildwood Soup Kitchen

Outstanding Sumter Chamber Volunteer 2009

Bud & Liz Koehlinger -
Pre-Paid Legal Services, Inc.
Danny Smith - Exit Vision Realty
Dawn Cary - Veranda Home Furnishings
and Design
Fred Clark D/B/A Send Out Cards
Joe Capporelli - Edward Jones
Stuart Force - Banks-Page-Theus
Funeral Home
Tangie Staton - SBCCI, Inc

Outstanding Sumter County Citizen 2009

Angela Taylor- Frank Slaughter Insurance
Billy Ray- Sumter County Youth Center
Bob Hunt- Wildwood Country Resort
Brad Arnold- Sumter County Administrator
Dawn Cary- Veranda Home Furnishings
Grace Rondeau- Thomas E. Langley
Medical Center Volunteer
Joe Capporelli- Edward Jones
Judge Michelle Morley- 5th Circuit Judge
Olive Watson- Wildwood Soup Kitchen
Volunteer
Steve Munz- Galaxy Home Solutions, Inc.

“CLUE IN” TO SUMTER COUNTY
Welcome
To
The Sumter County Chamber of Commerce
65th Annual Meeting

6:30-7:15PM Social

7:15PM Welcome & Comments Lee Ann Carr

Invocation Commissioner Randy Mask

Flag Salute Bradley Arnold

7:30PM Dinner Buffet Catered by Red Sauce
Market Catering

“Clue In” to the Sumter County Chamber of Commerce

7:45 PM Remarks Representative Marlene O'Toole

Business Award Presentation Tangle Staton

- 2009 Large Business/Industry
- 2009 Small Business/Industry
- 2009 Outstanding Non-Profit
- 2009 Outstanding Sumter County Citizen
- 2009 Chamber Volunteer
- 2009 Ambassador of the Year

8:45 PM Business Meeting Dawn Cary

Induction of 2010 Officers

The Honorable Judge Thomas Skidmore

9:00 PM Adjourn



Chamber Of Commerce Board of Directors



Dawn Cary

Sumter County Chamber 2010 President

2010 OFFICERS

President
Vice President
Secretary
Treasurer
Past President

Dawn Cary
Bob Hunt
James Duncan
Marilyn Connell
Tangie Staton

Veranda Home Furnishings and Design
Wildwood Country Resort
Sumter Electric Cooperative
ACMS, Inc.
SBCCI, Inc

2010 BOARD OF DIRECTORS

Andrea Benda
Brandell Campbell
Joe Capporelli
Cary Cohrs
Bobby Caruthers
Brett Hage
Brad McNeill
Danny Smith
Joe Santoro

Thomas E. Langley Medical Center
Cemex (St. Catherine's)
Edward Jones
American Cement
Sumter County Sheriff's Office
Village Air & Electric
C.W. Roberts Contracting, Inc
Exit Vision Realty
Camp Investments

2010 EX OFFICIO DIRECTORS

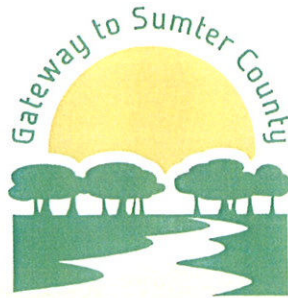
Bradley Arnold
Lee Ann Carr
Vince Ruano
Robert Smith

Sumter County Administrator
Sumter County Chamber of Commerce
City of Bushnell
City of Wildwood

STAFF

Administrative Assistant
Membership Representative
Independent Contractor

Diane Boorum
Samantha Youngblood
JoAnn Baros



Sumter County
Chamber of Commerce

2009 Annual Report

CELEBRATING 65 YEARS

1945-2010



Chamber of Commerce Board of Directors



Tangie Staton-Rusu
2009 Sumter County Chamber President

2009 OFFICERS

President	Tangie Staton	SBCCI, Inc
Vice President	Dawn Cary	Veranda Home Furnishings and Design
Secretary	Brooke Hibbard	CenterState Bank, N.A.
Treasurer	Bob Hunt	Wildwood Country Resort
Past President	Andrea Benda	Thomas E. Langley Medical Center

2009 BOARD OF DIRECTORS

Tracy Bryant	CEMEX
Joe Capporelli	Edward Jones
Bobby Caruthers	Sumter County Sheriff's Department
Dawn Cary	Veranda Home Furnishings and Design
Brooke Hibbard	CenterState Bank, N.A.
Joe Santoro	Camp Investment
Angela Taylor	Frank Slaughter Insurance, Inc
James Wade, III	James E. Wade III, P.A.
Robert Van Hooijdonk	SunTrust Bank

2009 ANNUAL REPORT



development during the 2010 fiscal year.

The Sumter County Chamber of Commerce is pleased to present the 2009 Annual Report to its membership. Our Board of Directors is particularly proud of the work accomplished during the past year and looks forward to a continued pattern of growth and

During 2009, the Sumter County Chamber of Commerce Board of Directors worked to build on the foundations established in 2009. The strategic plan developed during 2008 was revised, expanded and refined. Board members held an orientation and committed to the continued growth of the organization.

The Chamber has continued to increase visibility through expanded communications. One of our major accomplishments during 2009 was the launch of our new website. The new website incorporated Chamber Master, a powerful data management system, an online business directory and tourism information about Sumter County. Member realtors were able to add internet searchable property listings which soon generated additional business leads for the community. Faxes became standardized and the new flyer pack "Crossroads of Commerce" was launched in partnership with the Daily Commercial. Each venue offered members another way in which to promote their business and the Chamber a way to increase visibility. Chamber Membership continued to grow, expanding from 325 members at the end of 2008 to 389 members at the end of 2009

The Executive Committee and the Finance Committee continued to meet on a monthly basis to ensure that the chamber moved forward under strong, experienced volunteer leadership.

The Chamber also changed its by-laws at the 2009 Annual Meeting in order to enable the organization to support political positions that have the potential to impact the Sumter business community. This year our Board of Directors voted to take a position against Hometown Democracy (Amendment 4) on the 2010 ballot and to increase awareness of other issues including the increased 1% millage rate paid by Sumter County residents for out-of-county students attending Sumter County schools.

Other projects that the chamber completed during 2009

- A new map which incorporated many of the new roads in The Villages
- The photo contest was completed and winners announced. The entries were mounted and remain on display in the Sumter County Administration Building.
- A new and comprehensive website was launched that includes a business directory, a comprehensive list of accommodations and essential information about Sumter County. The new website offers members an opportunity to place links and insert keywords in addition to an expanded description of their business

- Participation in “Tools for Schools”
- Increased visibility for the importance of 2010 Census completion
- Completion of the following inventories needed to promote tourism
 - Agritourism Venues
 - Sumter County Accommodations including all known hotels, motels and RV Parks- two additional surveys completed to determine occupancy rates and marketing needs
 - Equine Resources in Sumter County
 - Golf Courses in Sumter County

In addition to the information provided in this report; your chamber staff is pleased to report that we

- Answered approximately 3250 phone calls
- Mailed approximately 100 relocation packets
- Received and responded to approximately 5400 emails

Counts do not include visitors and businesses that stopped by our office and picked up information or general requests regarding membership.

Your chamber encourages you to review the 2009 Annual Report. The information contained throughout the report will give you a complete understanding of the many areas encompassed by our Program of Work.



STRATEGIC PLAN

The Sumter County Chamber of Commerce is a 389-member business organization that services the entire 546 square miles of Sumter County including the cities of Bushnell, Wildwood, Center Hill, Webster, Coleman and many unincorporated areas.

In fulfillment of its role as the only chamber in Sumter County, the Chamber serves as an advocate for business, provides support for local government priorities and is an economic development partner. In this capacity, we promote tourism and serve as a source of information to business, residents and visitors alike.

In March 2008, the SCCC Board of Directors instituted a strategic planning process in order to better serve our business members and the community at large while providing increased direction for the organization. In 2009, the Board of Directors

continued that process, incorporating strategic planning into by-laws and using an experienced facilitator in order to encourage participation.

A summary of the results of the 2009 strategic planning session follows:

Vision:

The Chamber of Commerce expects continued growth and prosperity of its members resulting from its efforts to support members and provide increased visibility, opportunities and networking throughout Sumter County. The Chamber is your advocate for local business, now and in the future.

Mission:

The Sumter County Chamber of Commerce is the gateway to the Sumter Community, providing an environment of increased visibility for our members while offering advocacy, networking and advertising opportunities and providing a continuous flow of information on all aspects of the county through established relationships with the government and education bodies throughout Sumter County.

Core Values:

The SCCC has set the following as their core values:

- Quality leadership
- Fair business practices and ethics
- An improved quality of life in the community
- An education system that provides life and workforce opportunities
- A fair and impartial government representing the citizens equally

2009 Strategic Plan:

With its mission in mind, the Chamber develops a strategic plan for the year. The strategic plan is essentially a summary of the goals that we plan to accomplish over the upcoming year. It is developed using input from member survey information, annual Board of Directors Strategic Planning retreat and advice from our Executive Committee.

Strategic Goals:

The Strategic Goals of the SCCC are reflected in the programs and events in which the Chamber is involved. These are the goals that drive everything the Chamber does.

- To increase membership by demonstrating the value of the Chamber to the business community
- To promote Sumter County tourism
- To serve as a conduit of information for all of Sumter County
- To be the voice of business in public policy discussions
- To partner with businesses and education to deliver cost effective, applicable training and education programs that meets the needs of our members

Strategic Goals con't.:

- To provide opportunities for our members to interact and share ideas and information
- To promote and support planned economic growth
- To facilitate the growth and prosperity of Sumter County and the cities within it's boundaries

We will accomplish our goals as follows:

Increased Visibility: The Sumter Chamber will work for the creation or expansion of its advertising and marketing vehicles in order to strengthen our position as the voice of Sumter County business and to provide additional advertising opportunities for our members.

Leadership: The SCCC is committed to securing leadership that can carry out the vision and mission of the chamber, both within its staff and on its Board of Directors.

Financial: The organization will maintain a strong and viable budget that will allow for growth, promotion of Sumter County and program expansion while providing a secure future for the organization. A sponsorship package will be created that will assist us in our goal to be self-sufficient while offering our members an opportunity to take advantage of a menu driven approach to sponsorship.

Membership: We will build membership through the provision of better value including programs and events that will attract membership and leadership, expanded benefits, additional retention efforts, expanded advertising opportunities and opportunities for membership participation.

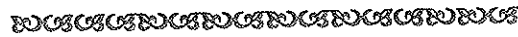
Voice of Business: We will strengthen and align partnerships between business, industry, education and government and work to understand and support city and county priorities in order to inform and serve as the voice of business. We will continue to expand advocacy efforts on behalf of member businesses with the understanding that this creates a better business community. We will continue to position ourselves as Sumter's leading business organization through the development of a strong and unique identity that can meet our member's needs.

Tourism: We will continue to promote the importance of developing a professional tourism plan for Sumter County. We will look for ways to make Sumter County more visible outside of our local community. We will work with neighboring chambers and tourism centers in order to promote our region. We will explore the potential for grant funding. We will promote Sumter County Tourism Grants opportunities.

Programs & Events: We will create new programs and improve existing programs and events in order to benefit our membership, attract leadership and develop revenue opportunities. We will incorporate training opportunities.

Building & Facilities: The Sumter County Chamber of Commerce will establish a task force to evaluate the current facilities and investigate the feasibility of finding new facilities that will adequately meet the space and technological requirements of the Chamber.

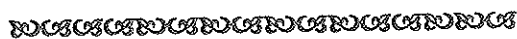
Chamber Criteria



In order to assist the chamber in maintaining a focus on its strategic plan; the 2008 Board of Directors adopted the following Chamber Criteria:

Before the Sumter County Chamber of Commerce may take a position, expend resources or include an issue as part of its Business Plan, it must be tested against the following guidelines-

- Does the issue or action relate to the Chamber's mission?
- Is it important to membership?
- Will it attract leadership and membership support?
- Is it a duplication of effort?
- Can it be funded?
- Has the issue been considered by the appropriate departments or Chamber committees?
- Is it measurable?



MEMBERSHIP

The Chamber is pleased to welcome an average of 10 new members each month. Membership currently stands at 389 members with members divided almost evenly, along the following geographic boundaries: 33% located in the northern portion of the county (Wildwood/The Villages), 33% in the southern portion of the county (Bushnell) and the remaining 33% throughout unincorporated Sumter County. A very small percentage of our members have businesses located outside of Sumter County.

MEMBER & COMMUNITY BENEFITS

Chamber benefits can be divided into a number of categories. For the purposes of this report, they have been divided in the following manners: Tangible Benefits, Networking, Programs and Tourism,

TANGIBLE BENEFITS

During 2009, the Sumter County Chamber of Commerce worked to increase member awareness of tangible benefits. We encourage members to use the following benefits this year in order to increase membership value

- Membership in the US Chamber through Federation Partnership
- Advertising discounts in the Daily Commercial, Sumter Express, Sumter Shopper and Sumter Times.
- Business Article in the Sumter Express (New Members Only)
- 10% discount on auto insurance and personal umbrella coverage in partnership with Auto Owners and Frank Slaughter Insurance
- 5% discount for members for web design through NetSource Technologies, Inc.
- 5% discount on rooms at the Waterfront Inn (some restrictions may apply)
- Free case of paper from Ernie Morris with first fifty-dollar order (New Members Only)

Other tangible benefits include advertising opportunities on our website and in both our maps and our membership directory. All members receive referrals, the ability to place information in our office and a listing on both the website and the membership directory as a part of their membership value.

NETWORKING

Chamber networking takes place in a variety of ways including event attendance and committee participation. Groups meet with the goal of providing additional networking opportunities focused on increasing their business while strengthening the chamber.

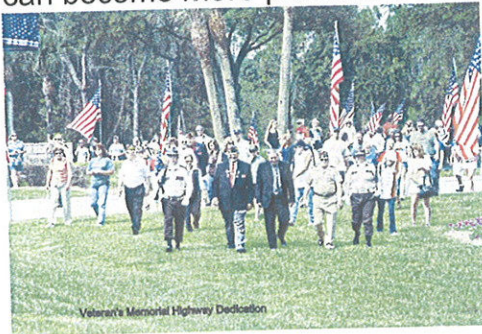
AMBASSADORS: Ambassadors are an elite group of volunteers who work together in order to support the Chamber while increasing visibility for their business. They attend ribbon-cuttings, welcome new members, visit existing members, sell memberships and participate in events as hosts- helping chamber staff set up and plan events, conduct registration and clean up afterwards. The Ambassadors Group is the backbone of any chamber and it is the same at the Sumter County Chamber of Commerce.

2009 Ambassadors

Cynthia Edgar
Laura Capporelli
Fred Clark
Brian Gibbs
Lavon Harkins
Brooke Hibbard
Rosemary Hough
Bud Koehlinger
Liz Koehlinger

Florida's Blood Center (Chairman)
Edward Jones – Wildwood
Early Learning Coalition- Nature Coast
Sumter Electric Cooperative, Inc.
Lavon Harkins Ministries
Centerstate Bank
Veranda Home Furnishings and Design
Pre-Paid Legal Services Inc
Pre-Paid Legal Services Inc

Veteran's Highway/ Scenic Byways Task Force: Explores ways in which CR 673 can become more prominent as a memorial to our Veteran's while increasing visibility for the overpass that marks the entrance to Sumter County. The 2009 Task Force executed a dedication ceremony for the Veteran's Memorial Highway and is now serving as a Corridor Advocacy Group working towards a Scenic Byway Designation.



- Brooke Burn- Sumter County Extension
- Billy Ray- Sumter Historic Society
- Fred Harrop
- Jacky Jackson- Sumter County Public Works
- Dan McCormic
- Duane Wilcox- VFW Post Men's Auxiliary
- Brandell Campbell- Cemex
- Jerry Diaz- VFW Post 10137
- Donna Lester- Master Gardener
- Brooke Burn- Urban Horticulture Agent
- Lee Ann Carr- Sumter County Chamber of Commerce
- Ronnie Francois- Girl Scouts
- Joyce Hanson- VFW Post – Ladies Auxiliary
- Warden William D. Smith- Sumter Correctional Institution
- JoAnn Baros

CHAMBER EVENTS

Chamber events have continued to grow in attendance and participation and offer members an opportunity to network in a social setting. Efforts by our Marketing Committee have increased the value of the business topics featured at the Chamber Lunch Exchange. "First Thursday's" have become standardized and are scheduled throughout the year. Other annual events such as Annual Meeting and Casino Night continue to develop.

Regularly scheduled events include:

Annual Meeting: The Sumter County Annual Meeting is the first chamber event of the New Year. The event provides members with a report on Chamber activities over the past year, while allowing an opportunity to induct chamber officers. This well-attended event provides the community with an opportunity to allow membership to recognize outstanding achievements by businesses and individuals in the Sumter community through the awarding of Business and Industry awards.

Chamber Lunch Exchange: The Chamber Lunch Exchange is a regularly scheduled monthly meeting that provides members with information relevant to business while allowing an opportunity to network.

First Thursday: Enjoy business networking in a social setting. This event takes place in an "Open House" format, with the host providing food, beverage and a theme. First Thursday's are scheduled on the first Thursday of each month unless a conflicting evening event is scheduled. There is no cost to attend and the event is open to all members of the business community.

Casino Night: It's a night of fun and prizes and the largest fund-raiser that the chamber holds each year. There's no pressure to do business at a Casino Night event, but it's a great place to bring your clients and guests for an evening focused on relationship building and fun!

Red, White and Blue: New in 2009 and designed to inspire community pride through the presentation of the Valor Awards and Recognition of a Community Hero. The event, which is planned and sponsored by Leadership Sumter County, has political underpinnings and is intended to offer an opportunity for constituents and elected officials to engage in a positive manner.

Speed Networking: New in 2009, Chamber Business Leaders hosted the Chamber's First Speed Networking event. Similar to Speed Dating but with new business contacts as an objective. Sponsored by the Chamber Business Leaders

HR Seminar: Funded by a grant from **Workforce** Central Florida, the HR Seminar was attended by approximately 50 members of the business community. Topics were related to employment issues including employment law, corrective discipline, social networking tools and leadership skills for managers. Supported by the Lake-Sumter Society of Human Resource Managers (LSSHRM)

Show Me The Money: New in 2009 and designed to help our newest members realize the value and benefits that they will receive when they join the Sumter County Chamber of Commerce. New members have an opportunity to exhibit and help others become familiar with their business. The event also allows Board Members and Ambassadors an opportunity to welcome members to the chamber. The emphasis is on networking at "Show Me the Money."

PROGRAMS

The Sumter County Chamber of Commerce is pleased to facilitate Leadership Sumter County 2009. The program is planned by an Advisory Council made up of 9 members, most of whom are alumni of this program designed to give participants a deeper understanding of all aspects of Sumter County while providing a business network that will be beneficial throughout their professional life.

LEADERSHIP



In 2009, The Sumter County Chamber was pleased to graduate the second class of Sumter County Leaders. Representative Marlene O'Toole attended as a guest of honor, encouraging emerging leaders to actively participate in their community.

Leadership Sumter County is an on-going program. Interested parties are encouraged to contact the Sumter County Chamber of Commerce or visit our website for additional information on participation.

2009 Leadership Advisory Council

Marilyn Connell	ACMS, Inc.
Cindy Kelley	The City of Ocala
Brandell Campbell	Cemex
Terry Crenshaw	Oxford Land Company
Angela Taylor	Frank Slaughter Insurance, Inc.
Hank Bolduc	Sumter Electric Cooperative, Inc.
Karen Hogans	Lake Sumter Community College
Allen Shirley	Sumter County District Schools
Tangie Staton	SBCCI, Inc.

2009 Class

Pamela Barron	LifeStream Behavioral Center
Pamela Bush	Thomas E. Langley Medical Center
Brandell Campbell	Cemex
Terry Crenshaw	Oxford Land Co.
Lee Ann Carr	Sumter County Chamber of Commerce
Dawn Cary	Veranda Home Furnishing and Design
Matthew Gerig	Cemex
Brett Hage	Village Heating and Air
Brooke Hibbard	CenterState Bank
Karen Hogan	Lake-Sumter Community College
Sandra Howell	Board of County Commissioners
Bob Hunt	Wildwood Country Resort
James Presley	Sumter County School District
Allen Shirley	Sumter County School District
Tangie Staton	SBCCI, Inc
Robert Smith	City of Wildwood
Christina Thibodeau	Edward Jones, Bushnell
Jim Wade III	James Wade III, PA

TOURISM

One of the most important roles of the Sumter County Chamber of Commerce is the



role of Tourism Administrator. In this role the chamber is responsible for promoting Sumter County outside of the Sumter Community, preliminary review and administration of the Tourism Development Grant process, providing staff support for the BOCC Tourism Development Council (TDC). During 2009, the Sumter County Chamber of Commerce placed advertising promoting Sumter County

both in and outside of the Community. A report on tourism within Sumter County was completed for the BOCC in August of 2009 and related to the Chamber's efforts on behalf of County Tourism. Chamber staff completed several surveys with the goal of gathering information to promote the area more effectively, completed a new map of the area and continued to advance the need for the creation of a professional tourism plan for Sumter County.

TDC Review Committee: This committee is responsible for reviewing grants prior to review by the BOCC TDC. The committee reviews paperwork for completeness and seeks additional information related to the grant request. The committee also seeks to guide applicants towards utilizing funds to maximize benefits for area accommodations, while increasing tourism for Sumter County.

SUMMARY

As the leading business membership organization based in Sumter County, it is our privilege to serve as the Gateway to Sumter Business Community. We encourage you to become involved and to participate on at least one committee or task force. Participation will increase the value that you receive from your chamber membership and your involvement will help us to better serve your business and the Sumter County community at large.

As our Chamber moves from a small Chamber of Commerce to a mid-size Chamber of Commerce (400-600 members); it becomes critical that we seek increased participation from our members and that we continue to grow in advocacy efforts.

We welcome your comments and suggestions and remind you that "Membership Doesn't Cost; It Pays!"

THANK YOU TO OUR SPONSORS

We hope that you have enjoyed the 2010 Annual Meeting & Awards Banquet. The event would not be possible without the support of our sponsors.



Sumter County
Chamber of Commerce



C.W. Roberts Contracting, Inc.
Continental Country Club
Hogan Law Firm

ACMS, Inc.
Florida's Blood Centers
Edward Jones—Joe Capporelli
Great Lakes Carpet & Tile
BB&T Bank

Lake-Sumter Community College